

DESCRIPTION OF SERVICES

To foster the development and expansion of a diversified and healthy base of primary business and industry that will better balance the tax base, increase job opportunities, and enhance both the quality and standard of living in James City County.

OBJECTIVES

1. Pursue recruitment of new primary business/industry that would result in increased nonresidential tax base and at-place employment.
2. Provide resources, marketing tools to make James City County competitive for compatible Economic Development projects.
3. Encourage retention, expansion, and formation of primary businesses in James City County.
4. Provide staff support to expanded role of County Industrial Development Authority (IDA).
5. Make, keep, and showcase James City County as a professionally competent, premiere business location at local, regional, national levels.

BUDGET SUMMARY

| | FY 03 Budget | FY 04 Adopted Plan | FY 04 Adopted |
|-----------|-------------------|-----------------------|-------------------|
| Personnel | \$ 193,725 | \$ 202,659 | \$ 203,266 |
| Operating | 90,170 | 85,590 | 73,690 |
| Capital | 950 | 1,250 | 1,250 |
| Total | \$ <u>284,845</u> | \$ <u>289,499</u> | \$ <u>278,206</u> |

PERSONNEL

| | | | |
|---------------------|---|---|---|
| Full-time Personnel | 3 | 3 | 3 |
|---------------------|---|---|---|

WORKLOAD INDICATORS

| | FY 03 Adopted | FY 04 Adopted Plan | FY 04 Adopted |
|---------------------------------|------------------|-----------------------|------------------|
| Visits Local Business/Industry | 15 | 15 | 15 |
| Business Meetings/Presentations | 80 | 80 | 60 |
| Meetings Staged | 15 | 15 | 12 |
| Prospect Visits | 15 | 20 | 12 |
| Prospect Requests Serviced | 25 | 35 | 25 |
| Prospect Follow-up Contacts | 80 | 100 | 100 |

BUDGET COMMENTS

The FY 2004 budget will decrease by 2.3 percent. Print advertising and travel costs will be reduced. The division will continue its focus on attracting desirable commercial and industrial development.